

## SENATE RESOLUTION No. 2

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### DIGEST OF INTRODUCED RESOLUTION

A SENATE RESOLUTION urging the legislative council to establish an interim study committee to study commercialism in schools.

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**Holdman**

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January 4, 2012, read first time and referred to Committee on Education and Career Development.

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## SENATE RESOLUTION No. 2

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MADAM PRESIDENT:

I offer the following resolution and move its adoption:

A SENATE RESOLUTION urging the legislative council to establish an interim study committee to study commercialism in schools.

*Whereas, Schools have become an attractive new arena for marketers who wish to establish brand recognition and brand loyalties;*

*Whereas, During these times of declining funding for public education, selling advertising space in schools has become a new and profitable fund-raising technique; and*

*Whereas, Commercialism in schools raises many legal and ethical questions that need to be answered: Therefore,*

*Be it resolved by the Senate of the  
General Assembly of the State of Indiana:*

- 1 SECTION 1. That the legislative council is urged to establish an
- 2 interim study committee to study commercialism in schools.
- 3 SECTION 2. That the committee, if established, shall study the
- 4 following:
- 5 (1) The extent of commercialism and the advertisement of
- 6 consumer products in schools.
- 7 (2) The effect school commercialism or advertising has on a
- 8 student.
- 9 (3) Whether, and to what extent, school commercialism or
- 10 advertising should be regulated.
- 11 SECTION 3. That the committee, if established, shall operate



- 1 under the direction of the legislative council, and that the committee
- 2 shall issue a final report when directed to do so by the council.

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